

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims in accordance with the following:

1. (CURRENTLY AMENDED) An information decision apparatus for marketing a promotion product responsive to ~~interactively~~-inputting information identifying the promotion product, comprising:

a replacement product finder that finds previously purchased products that are suitable to be replaced by the promotion product based on product specification information specifying the promotion product, where the products suitable to be replaced are found by comparing the specification information of the promotion product to specification information of previously purchased products;

a target customer finder that searches for target customers based on their having previously purchased the products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the products suitable to be replaced;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing the transaction histories with respect to the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers has tended to purchase;

a determiner that individually fits product introduction information to the transaction tendencies of each of the target customers determined by the transaction tendencies analyzer by selecting from among a plurality of pre-existing product introductions the product introduction information having content that corresponds to the transaction tendencies of each of the target customers; and

using the individually fitted product introductions so as to individually introduce to the

target customers the promoting product to replace said products to be replaced and that were previously purchased by the target customers being introduced.

2. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in the transaction history of the target customer.

3. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises:

a product type conversion table that converts a product type into at least one transaction tendency of the target customer, where said product type conversion table is recorded in a recording medium; and

a transaction tendencies determiner that determines at least one transaction tendency of the target customer by converting at least one product type listed in the transaction history of the target customer by using the product type conversion table.

4. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one of the target customer transaction tendency in accordance with at least one product rank listed in the transaction history of the target customer.

5. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

7. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote to the target customer used products that fit the tendencies of the target customer.

8. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote to the target customer used products that fit the tendencies of the target customer.

9. (CURRENTLY AMENDED) An information decision apparatus for marketing a promoting product responsive to ~~interactively~~-inputting information identifying the promoting product, comprising:

a target customer finder that searches for target customers based on their having purchased a product suitable to be replaced and also based on the product suitable to be replaced having a lower performance level than the promoting product;

a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

a tendency matrix table categorizing the transaction tendencies into at least two general categories and indicates different product information by a combination of the transaction tendencies, where the two general categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information determiner that determines the product information for each of the target customers by referring to the tendency matrix table based on the determined transaction tendencies.

10. (CURRENTLY AMENDED) A method of information decision for marketing a computer being promoted responsive to ~~interactively~~ inputting information identifying the computer being promoted, comprising:

automatically finding a previously purchased computer to be replaced by the computer being promoted, by matching a rank and type of the previously purchased computer to product specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

searching for a target customer based on the target customer having previously purchased said computer to be replaced, by searching, in transaction histories of a plurality of customers, for customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on product introduction information that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

11. (PREVIOUSLY PRESENTED) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

12. (PREVIOUSLY PRESENTED) The method as claimed in claim 10, wherein the deriving further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein said finding said target customer further comprises

deciding product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided in said deciding on said transaction tendencies.

13. (PREVIOUSLY PRESENTED) The method as claimed in claim 10, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

14. (PREVIOUSLY PRESENTED) The method as claimed in claim 10, wherein the product introduction information is used to promote to the target customer used products that fit the transaction tendencies of the target customer.

15. (CURRENTLY AMENDED) A method of information decision for marketing a product being promoted responsive to ~~interactively~~ inputting information identifying the product being promoted, comprising:

searching for target customers based on their having purchased a product suitable to be replaced that has a lower performance level than the promoting product;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating

different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and deciding on the product information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

16. (PREVIOUSLY PRESENTED) A computer-readable recording medium recorded with a program for causing a computer to make a decision, said program comprising:

finding a product suitable to be replaced by a promoting product based on product specification information specifying a promoting product, where the product to be replaced is found by comparing the specification information of the promoting product to specification information of previously purchased product;

finding a target customer who purchased said product suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the product suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to said target customer, where the determined transaction tendencies reflect common general properties of products that the target customer has tended to purchase; and

fitting product introduction information to the transaction tendencies of the target customer by selecting from among a plurality pre-existing of product introductions the product introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting product to replace the product to be replaced that was previously purchased by the target customer.

17. (PREVIOUSLY PRESENTED) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

18. (PREVIOUSLY PRESENTED) The computer-readable recording medium as claimed in claim 16, wherein the determining further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein the finding a target customer further comprises

deciding on product introduction information that fits the tendencies based on the transaction tendencies of the target customer decided by the said deciding on said transaction tendencies.

19. (PREVIOUSLY PRESENTED) The computer-readable recording medium as claimed in claim 16, wherein the product introduction information is used to promote to the target customer new products that fit the transaction tendencies of the target customer.

20. (PREVIOUSLY PRESENTED) The computer-readable recording medium as claimed in claim 16, wherein said product introduction information is used to promote to the target customer used products that fit the transaction tendencies of the target customer.

21. (CURRENTLY AMENDED) A computer-readable recording medium recorded with a program for causing a computer make information decision, said program comprising:

finding target customers who purchased a product suitable to be replaced that has a lower performance level than a promoting product, in response to ~~interactively~~ identifying the promoting product;

determining transaction tendencies by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties that the target customers have tended to purchase;

categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

deciding on the product information for each of said target customers by referring to a

tendency matrix table based on the transaction tendencies analyzed by the analyzing.

22. (CURRENTLY AMENDED) An information decision apparatus, comprising:

- a replacement commodity finder that finds a commodity suitable to be replaced by a promoting commodity based on commodity specification information that specifies a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to ~~interactively~~ identifying the promoting commodity;
- a target customer finder that finds a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;
- a transaction tendencies analyzer that determines transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and
- a determiner that fits commodity introduction information to the transaction tendencies of the target customer determined by the transaction tendencies analyzer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity that was previously purchased by the target customer.

23. (CURRENTLY AMENDED) An information decision apparatus, comprising:

- a target customer finder that finds target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding in response to ~~interactively~~ identifying the promoting commodity;
- a transaction tendencies analyzer that determines transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;
- a tendency matrix table that categorizes the transaction tendencies into at least two



categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information decision part that decides on the commodity information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies determined by the transaction tendencies analyzer.

24. (CURRENTLY AMENDED) A method of information decision, comprising:

finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity, the finding in response to ~~interactively~~ identifying the promoting commodity;

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase; and

fitting commodity introduction to the transaction tendencies of the target customer by selecting from among a plurality pre-existing of commodity introductions the commodity introduction information having content that corresponds to the transaction tendencies of the target customer, so as to introduce to the target customer the promoting commodity to replace the commodity to be replaced that was previously purchased by the target customer.

25. (PREVIOUSLY PRESENTED) A method of information decision, comprising:

finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect

common general properties of products that the target customers have tended to purchase;  
categorizing the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and  
deciding on the commodity information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

26. (PREVIOUSLY PRESENTED) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

automatically finding a previously purchased computer to be replaced by a computer being promoted, by matching a rank and type of the previously purchased computer to specification information specifying a rank and a type of the promoting computer, where the ranks rank a speed and a price of the computers relative to other computers, and where the types specify system types of the computers;

finding a target customer who previously purchased the computer to be replaced, by searching transaction histories of a plurality of customers to find customers who previously purchased the computer designated to be replaced;

deriving transaction tendencies of the target customer by analyzing a transaction history of the target customer; and

deciding on a computer introduction that fits the transaction tendencies of the target customer by matching the rank and type of the promoting personal computer to the transaction tendencies of the target customer, where the product information is capable of being used to introduce to the target customer the promoting computer to replace the computer previously purchased by the target customer.

27. (PREVIOUSLY PRESENTED) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity;

determining transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect

common general properties of commodities that the target customers have tended to purchase;  
categorizing the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and  
deciding on the commodity information for each of the target customers by referring to a tendency matrix table based on the determined transaction tendencies.

28. (CURRENTLY AMENDED) A method, comprising:

~~interactively~~ designating a computer to be promoted, where the computer to be promoted has a computing performance rating, where the computer to be promoted is one of a new computer and a used computer, and where the computer to be promoted has been determined to have sufficient value to be promoted;

responsive to the designating, identifying a particular computer model in a computer model database by comparing the computing performance rating of the computer to be promoted to computing performance ratings of computer models in the computer model database, where the particular computer model is identified because it has a computing performance rating lower than the computing performance rating of the computer designated to be promoted;

searching a customer purchase history database to find a customer that previously purchased an actual computer that corresponds to the identified particular computer model;

determining a category of pricing or speed of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer;

determining a category of size of computers that the customer has tended to purchase by analyzing the purchase history database with respect to the customer; and

automatically selecting a pre-determined introduction from among a plurality of pre-determined introductions, where the selected introduction corresponds to both of the purchasing tendency categories, and where the pre-determined introductions each correspond to different combinations of purchasing tendency categories.

29. (WITHDRAWN) A method, comprising:

storing computer purchases of customers, each computer purchase comprising a

customer identifier, a product identifier, a computer type, and a computing performance rank, where a type is at least one of a desktop, a middle tower, a notebook, a thin type notebook, and a sub-notebook;

interactively inputting a particular computer to be promoted, the promoted computer having a computing performance rank;

searching the stored purchases to find past purchases of computers that have a computing performance rank below the computing performance rank of the promoted computer, by comparing the performance rank of the promote computer with the performance rank of the stored computer purchases;

based on the computer purchases of the customers identified by the found past computer purchases, for each such identified customer:

automatically determining a first purchasing trend indicating one of balance between performance and price of a computer, computing performance, low computer price, and special computing purpose,

automatically determining a second purchasing trend indicating one of balance between performance and price of a computer, computing performance, computer extendibility, space saving, and portability, and

automatically selecting promotion information from a matrix of purchasing trends by finding a matrix entry that matches the determined first and second purchasing trends; and presenting the promotion information to the identified customers.